



The American Legion Auxiliary is extending its administrative year through our 2021 National Convention due to the COVID-19 pandemic. Please save your 2019-2020 reports and add the great work you will continue to do throughout the 2020-2021 year.

2019 - 2021 Annual Supplement to the Programs Action Plan Liaison to The American Legion Child Welfare Foundation

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** For the most up-to-date contact information, please visit the Children & Youth page at www.ALAforVeterans.org.



What is this program, and why do we have it?

The Liaison to The American Legion Child Welfare Foundation's goal is to educate members and the general public about the Child Welfare Foundation (CWF), its mission, and to provide financial assistance to The American Legion in their efforts to award grants to youth-serving nonprofit organizations.

American Legion Child Welfare Foundation Awards

- A. **Department Award: U.S. "Udie" Grant Legacy Award**
- Award: Plaque
 - Presented to: One department by The American Legion
 - Materials and guidelines:
 - Presented at ALA National Convention to the top department based on combined total contributions of The American Legion Family during the contribution year (June 1 through May 31).
- B. **Department Award: Garland M. Murphy Jr. Award**
- Award: Plaque
 - Presented to: One department from each organization of The American Legion Family by The American Legion
 - Materials and guidelines:
 - Presented to one department from each organization of the Legion Family with the greatest contributions to The American Legion Child Welfare Foundation during the contribution year (June 1 through May 31).
 - Presented by The American Legion.
- C. **Department Award: Excellence Award**
- Award: Plaque
 - Presented to: Ten departments from each organization of The American Legion Family by The American Legion
 - Materials and guidelines:
 - Presented to one of 10 departments from each organization of the Legion Family with the highest per capita contribution average to the American Legion Child Welfare Foundation during the contribution year (June 1 through May 31).
 - Citations will be mailed to runners-up.
- D. **Department Award: Meritorious Achievement Award**
- Award: Plaque
 - Presented to: One department from each organization of The American Legion Family by The American Legion
 - Materials and guidelines:
 - Presented to the top department from each organization of the Legion Family with the highest increase in per capita giving to the American Legion Child Welfare Foundation during the contribution year (June 1 through May 31).



- E. Department Award: “Heritage Circle” Gift Club**
- Award: Plaque
 - Presented to: Departments of The American Legion Family by The American Legion.
 - Materials and guidelines:
 - Presented for their cumulative donations to The American Legion Child Welfare Foundation during the contribution year (June 1 through May 31)
 - Plaques will be mailed September 1.
 - Benefactor Level - \$5,000
 - Patron Level - \$2,500
 - Sponsor Level - \$1,000
- F. Unit Award: “Children First” Gift Club**
- Award: Plaque
 - Presented to: Units by The American Legion.
 - Materials and guidelines:
 - Presented for their cumulative donations to The American Legion Child Welfare Foundation during the contribution year (June 1 through May 31)
 - Guardian Level - \$1,000
 - Advocate Level - \$750
 - Caretaker Level - \$500
- G. Unit Award: 100% Per Capita Banner Program**
- Award: Banner
 - Presented to: Units by The American Legion.
 - Materials and guidelines:
 - Presented to units donating at least one dollar for each member to The American Legion Child Welfare Foundation during the contribution year (June 1 through May 31)
 - Application form can be found at www.cwf-inc.org.
- H. Member Award: “Cornerstone” Gift Club**
- Award: Pin
 - Presented to: Members by The American Legion.
 - Materials and guidelines:
 - Presented for their cumulative donations to The American Legion Child Welfare Foundation during the contribution year (June 1 through May 31)
 - Foundation Ambassadors - \$1,000
 - President’s Circle - \$500
 - Foundation Partners - \$250
 - Century Club - \$100

**Child Welfare Foundation Reporting for the American Legion Auxiliary**

An annual report is not required; however, an annual summary is suggested as a tool to gauge the direction and effectiveness of department activities. Department Children & Youth and/or Child Welfare Foundation chairmen should forward this report to the ALA National CWF Chairman by **May 15, 2021**.

Additional Resources You Can Use

1. The American Legion Child Welfare Foundation: www.cwf-inc.org
2. The Liaison to Child Welfare Foundation page at www.ALAforVeterans.org

Special 100th Anniversary History Program Facts:

In 1952, Dr. Garland D. Murphy, Jr., made a huge donation to benefit children with the forethought and diligent work of The American Legion, along with Dr. Murphy, the Child Welfare Foundation was formed as a 501(c)(3) corporation after approval by the National Executive Committee in 1953.

The Child Welfare Foundation was established in 1954, formed for the betterment and well-being of the children in this country. Not all American children grow up inside the comfortable means of a normal childhood, as many children require specialized care to overcome obstacles they were given in life.

More than \$17 million have been awarded to various entities that contribute to the assistance and welfare of children across our nation.

The American Legion Auxiliary and Sons of the American Legion work hand and hand along with the board of directors of the Child Welfare Foundation and, with the entire Legion Family, we raise and donate money for the comfort and happiness of children. Please consider asking your Units, Departments and unit members to make a donation to this worthwhile program.